

WHO ARE THE ANTI-VAXXERS?

SUMMARY OF THE PROBLEM

The United States Anti-Vaccination Movement is composed of a variety of individuals who are opposed to vaccinations for different reasons. They come from various demographic, geographic, and psychographic background.

From an Individual Standpoint

Human beings should have the fundamental right to decide what they put into their own bodies. No one should be forced to take any medication, medical treatment, surgery or vaccine against their will.

From a Government Standpoint

Unvaccinated individuals pose risk to the community, especially to such vulnerable individuals as unvaccinated people, children too young to be vaccinated, and persons with medical vaccine contraindications.

ARCHETYPES

All Natural Advocate

Believes that the chemicals in vaccines aren't natural and shouldn't be put in the body. Opposes chemicals such as thimerosal, aluminum and formaldehyde found in vaccines.

Consequence Fearer

Fears negative consequences of getting vaccinated such as autism, autoimmune diseases, and even death. The fears often originate from a personal story coming from a friend, relative or media.

Religious Believer

Opposes vaccines from a religious standpoint. Religions such as Christian Scientists, Amish, Mormons, and the Dutch Reform Church have higher anti-vaccination rates.

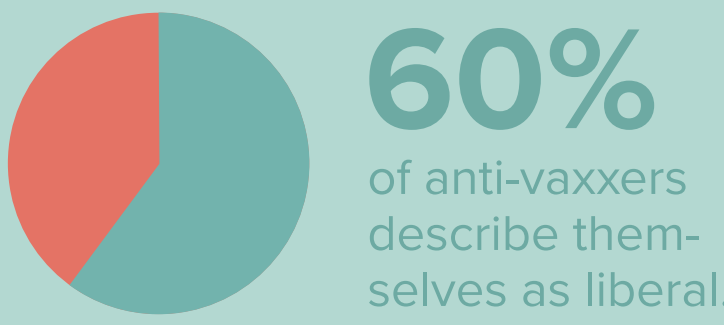
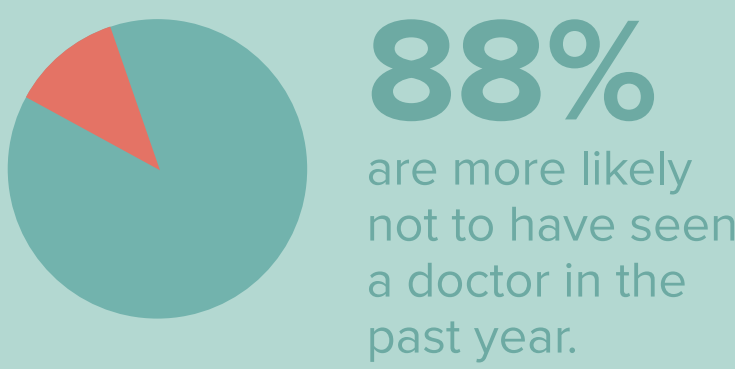
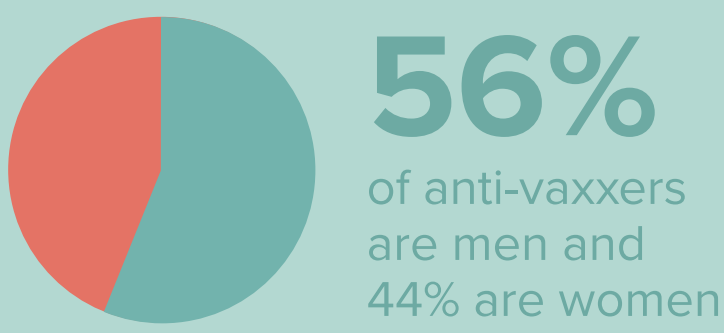
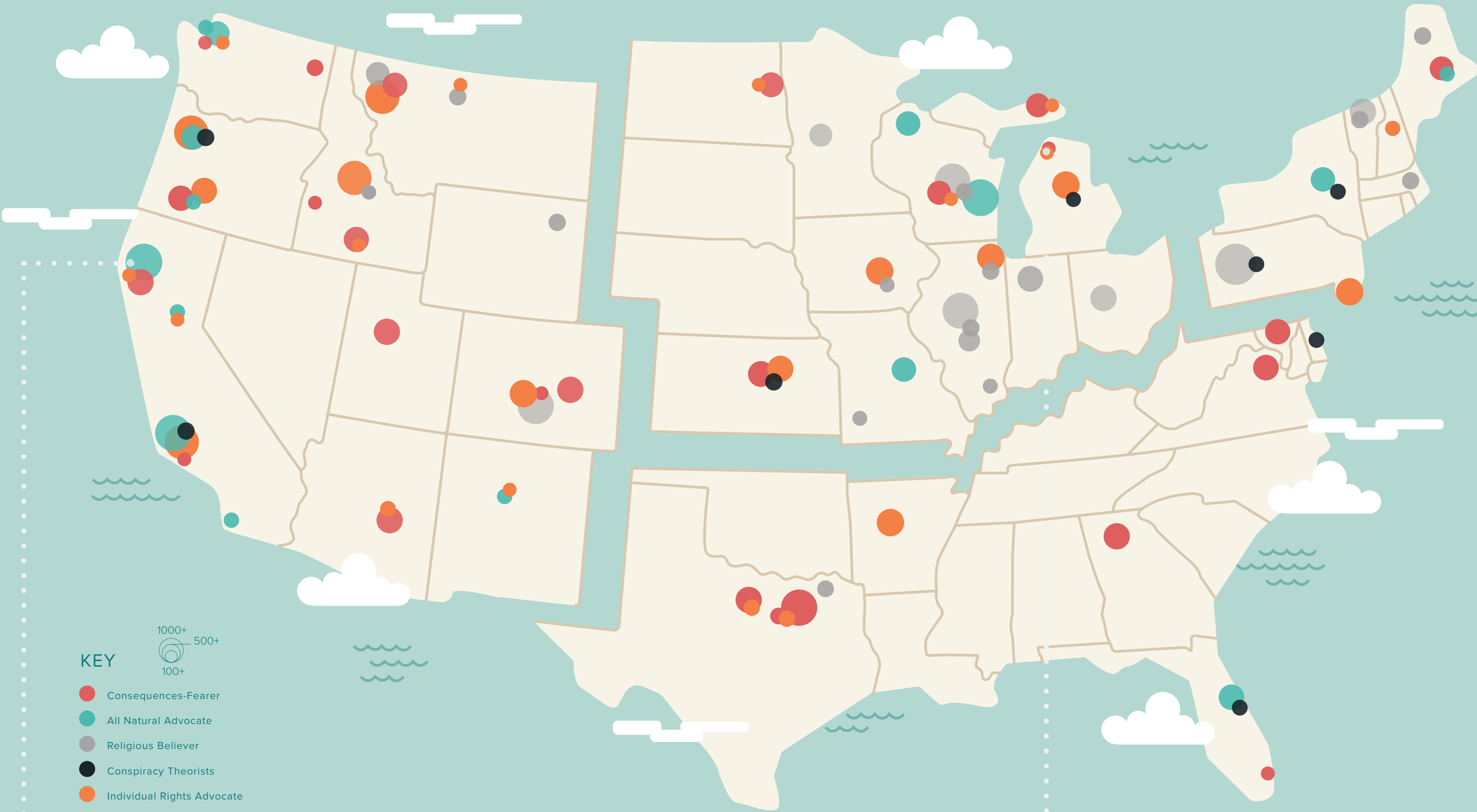
Individual Rights Fighter

Believes that their personal right to choose whether or not to vaccinate outweighs the health and well being of the community.

Conspiracy Theorist

Is suspicious of various plots associated with vaccines. The suspicion originates from distrust in the government and pharmaceutical companies.

GEOGRAPHY



MARIN COUNTY, CALIFORNIA



13.5%
OPT
OUT
RATE

86% WHITE
INCOME: \$91,000
COLLEGE-EDUCATED
LIBERAL

TRAVERSE CITY, MICHIGAN



23.1%
OPT
OUT
RATE

93% WHITE
INCOME: \$35,000
HIGH SCHOOL DIPLOMA
CONSERVATIVE

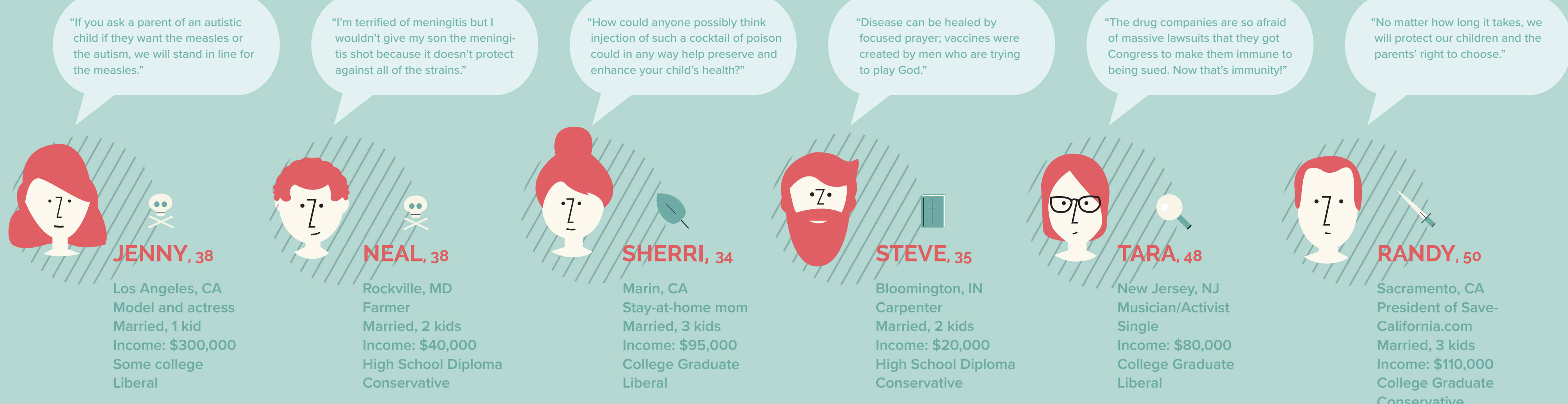
PARENTS OPT OUT FOR THE FOLLOWING REASONS:

- Fear of adverse reactions to the vaccine.
- Fear that vaccines can be linked to autism.
- Fear of putting toxic and foreign chemicals in their children's bodies
- Misinformation that they no longer need to worry about viruses like measles.
- Believes too many vaccines can overwhelm their children's immune systems.

PARENTS OPT OUT FOR THE FOLLOWING REASONS:

- Mistrust of the government and pharmaceutical companies.
- Believe vaccinations are man-made and against God's will.
- Fear of putting toxic and foreign chemicals in their children's bodies.
- Believes too many vaccines can overwhelm their children's immune systems.

PROFILES



TIMELINE

